

ASSIGNMENT 1

Textbook Assignment: "Copy Preparation," chapter 1, pages 1-1 through 1-63.

1-1. Which of the following conditions dictates the materials and format of copy preparation?

1. The amount of copy
2. Who the product is to be developed for
3. How the product is used
4. Press capabilities and limits

1-2. In letterpress printing processes, what part of the press causes an image to appear on paper?

1. The rollers
2. The cylinders
3. The open areas of the plate
4. The raised areas of the plate

IN ANSWERING QUESTIONS 1-3 THROUGH 1-5, SELECT FROM COLUMN B THE TYPE OF PRINTING PROCESS THAT HAS THE CHARACTERISTICS LISTED IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

A. <u>CHARACTERISTICS</u>	B. <u>PROCESSES</u>
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1-3. Grease and water do not mix

1. Gravure

1-4. Printing surface raised

2. Electronic

3. Offset

1-5. Etched below surface

4. Letter-press

1-6. You may eject a job from an electronic copier-printer with a bypass feature if the job requires a traditional bindery operation to finish.

1. True
2. False

1-7. You should not exceed what maximum resolution in your master art when you supervise copy preparation for electronic printing equipment?

1. 300
2. 400
3. 500
4. 600

1-8. What term refers to artwork, photos, and proofs that are ready for the print shop?

1. Copy
2. Printing plates
3. Black-and-white artwork
4. Reproduction mechanicals

1-9. Black-and-white illustrations made with preprinted shading mediums are what form of copy?

1. Continuous-tone
2. Combination
3. Screen
4. Line

1-10. Unscreened original photographs and airbrush work is what type of copy?

1. Continuous-tone
2. Combination
3. Screen
4. Line

1-11. What term denotes the process of electronically converting continuous-tone originals to halftones for digital duplication?

1. Photographing
2. Halftoning
3. Dithering
4. Screening

- 1-12. What is the most effective way to reproduce continuous-tone artwork?
1. Label or draw directly on the continuous-tone art and shoot one negative
 2. Shoot a negative of the continuous-tone art and a separate negative for the line work
 3. Convert the continuous-tone art to a halftone, then shoot a negative of the halftone and another of the line work
 4. Convert the continuous-tone art to a halftone, label the halftone, and shoot one negative

IN ANSWERING QUESTIONS 1-13 THROUGH 1-15, SELECT FROM COLUMN B THE COPY CATEGORY THAT COINCIDES WITH THE TYPE OF ARTWORK IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

	A. <u>TYPES OF ARTWORK</u>	B. <u>COPY CATEGORIES</u>
1-13.	Artwork containing continuous-tone and line art together	1. Continuous-tone 2. Screen
1-14.	Black line illustrations	3. Line 4. Combination
1-15.	Material that has graduations of tone in an uninterrupted flow	

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- 1-16. What planning step should you take first after you receive a job in the shop?
1. Estimate the time required to do the job
 2. Divide the job into smaller tasks
 3. Consider prepress requirements
 4. Order material

- 1-17. You should base your decision on what reproduction process to use on what factor(s)?
1. Type style
 2. Illustration sizes
 3. Size and shape of pages
 4. Color and texture of stock
- 1-18. How many printed pages result from printing a pamphlet in which both sides of the sheet will be offset printed in signature format?
1. Six
 2. Two
 3. Eight
 4. Four
- 1-19. Using 8 1/2 by 11-inch stock, what rectangular format will yield the most pages?
1. Regular
 2. Hypotenuse
 3. Golden mean
 4. Proportional
- 1-20. Using 8 1/2 by 11-inch stock, what is the total number of rectangles (based on a golden mean ratio) that you can cut?
1. One
 2. Two
 3. Three
 4. Four
- 1-21. What ratio is the most common size rectangle for booklets and pamphlets?
1. Regular
 2. Hypotenuse
 3. Golden mean
 4. Proportional
- 1-22. What stock should you use to construct a small booklet that is meant to last for a three-week training period?
1. Newsprint
 2. Cardstock
 3. Opaque bond
 4. Thin flexible bond

- 1-23. What stock should you use to construct a command flyer?
1. Newsprint
 2. Cardstock
 3. Opaque bond
 4. Thin flexible bond
- 1-24. What method should you use to emphasize the mood expressed by copy?
1. Mixing and matching typefaces
 2. Selecting a boldface type
 3. Matching type to mood
 4. Using capital letters
- 1-25. What point size is the most effective for cutlines?
1. 8
 2. 10
 3. 12
 4. 14
- 1-26. What point size is the most effective for developing textbooks, manuals, and reports?
1. 8
 2. 10
 3. 12
 4. 14
- 1-27. What type style should you select for the heading of a flyer?
1. Copy
 2. Bodoni
 3. Display
 4. Machine set
- 1-28. Which of the following factors contribute(s) to the legibility of copy?
1. Margins
 2. Type size
 3. Line length
 4. All of the above

IN ANSWERING QUESTIONS 1-29 THROUGH 1-31, SELECT FROM COLUMN B THE WEIGHT CHARACTERISTIC THAT DESCRIBES THE TERM IN COLUMN A. RESPONSES IN COLUMN B MAY BE USED MORE THAN ONCE.

- | A. <u>TERMS</u> | B. <u>CHARACTERISTICS</u> |
|---|---|
| 1-29. Boldface | 1. Neither too thick or too thin |
| 1-30. Lightface | 2. Airy illusion |
| 1-31. Open-face | 3. Letter outline |
| | 4. Stand out from the Page |
| <hr/> | |
| 1-32. What action should you take when you review a mechanical and the headline appears too short? | <ol style="list-style-type: none"> 1. Add more words to the headline 2. Recalculate the column width 3. Add a shadow to the letters 4. Expand the typeface |
| 1-33. What type attribute should you check when a flyer with italicized type appears disconcerting? | <ol style="list-style-type: none"> 1. Type size 2. Type lean 3. Type style 4. Type weight |
| 1-34. The length and width of columns and pages are measured in what units? | <ol style="list-style-type: none"> 1. Picas 2. Points 3. Inches 4. Characters |
| 1-35. To increase readability, you should follow what basic rule of thumb? | <ol style="list-style-type: none"> 1. Use points and picas 2. Use 30 characters per line 3. To show the areas that the text and illustrations will occupy 4. Use more leading with long lines of text |

1-36. You are reviewing a mechanical that appears imbalanced by excessive white space between the letters. You should correct what parameter?

1. Kerning
2. Word spacing
3. Line spacing
4. Letterspacing

1-37. Which of the following arrangements illustrates a hanging indentation of a 3 1/2-line legend set below a outline?

1. First three lines indented, last line centered
2. First line one column width, all others indented
3. First three lines flush with left and right margins, last line flush left
4. Each line approximately column width and centered under the illustration

IN ANSWERING QUESTIONS 1-38 AND 1-39, REFER TO FIGURE 1A AT THE TOP OF NEXT PAGE.

1-38. What page shows correct margin proportions for a single-page layout?

1. A
2. B
3. C
4. D

1-39. The margin proportions shown in C cause which of the following impressions?

1. Balance
2. Monotony
3. Inbalance
4. Irritation

1-40. In a layout, what is the purpose of a dummy?

1. To show the size of a final. product
2. To show how the product will be bound
3. To show the areas that the text and illustrations will occupy
4. All of the above

1-41. To guide the compositor in setting a large job, what key pages should you lay out?

1. The index page and the title page
2. One or two text pages and the title page
3. One text page and the table of contents
4. The table of contents and the title page

1-42. When the body of the text is set in Caslon, what type style is normally used for setting the title page?

1. Cairo
2. Caslon
3. Bodoni
4. Copperplate

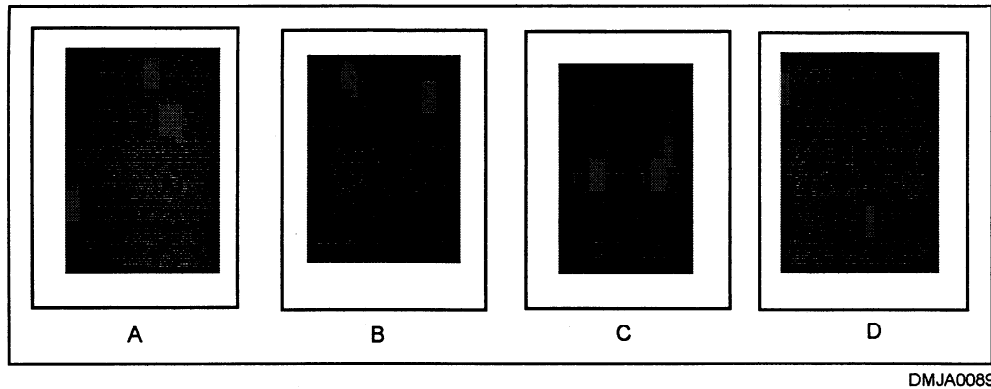


Figure 1A

IN ANSWERING QUESTION 1-43, REFER TO FIGURE 1B AT THE TOP OF NEXT PAGE.

1-43. Which pair of facing pages shows the LEAST desirable, placement of illustrations?

1. A
2. B
3. C
4. D

1-44. You should carefully plan lettering on all artwork throughout a publication to assure which of the following results?

1. Use of the correct typeface
2. Use of the proper type style
3. Uniformity in size after reduction
4. Uniformity in size after enlargement

1-45. You should prepare original artwork for reproduction at least what percent larger than the reproduction size?

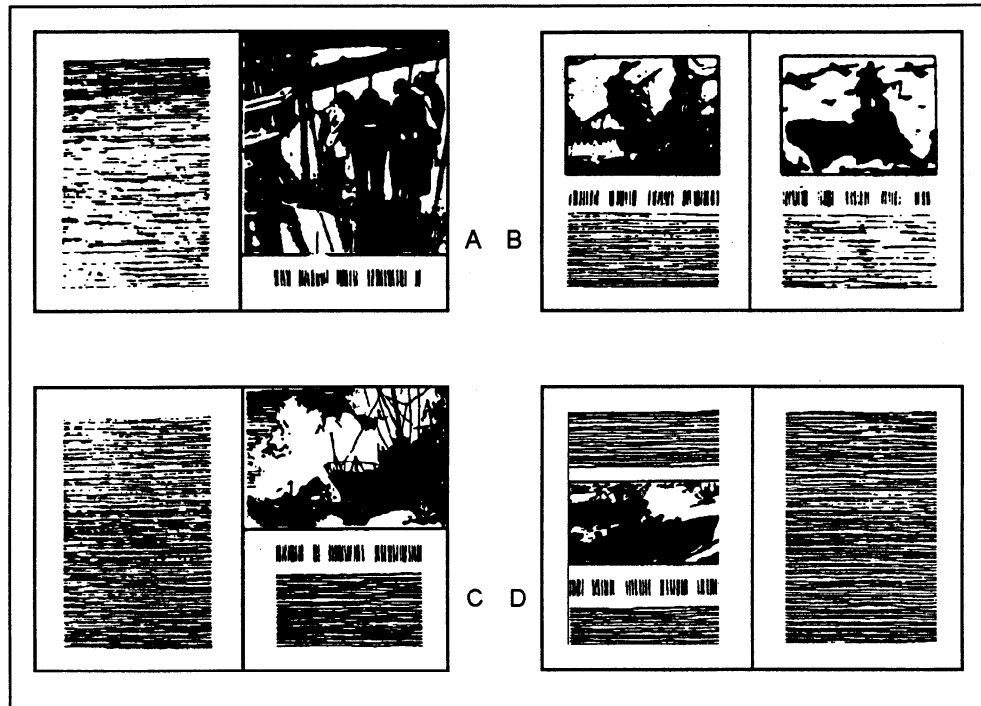
1. 33
2. 50
3. 100
4. 175

1-46. What factor gives illustrators the most influence over the degree of perfection in printed matter?

1. Knowledge of printing procedures
2. Knowledge of photographic procedures
3. Artistic judgment
4. The mechanical

1-47. What term denotes the desired reproduction image area within a larger piece of artwork?

1. Scaling
2. Cropping
3. Proportioning
4. Controlling dimensions



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Figure 1B

1-48. You are retouching a photo that has a cluttered background. At what point in the process will you paint the darkest values?

1. First
2. After the middle values
3. Before the middle values
4. After the lightest value

1-49. A striker who retouched a white highlight on a photo had dirty water in his brush. How will the highlight reproduce?

1. Bright white
2. Light grey
3. White
4. Grey

1-50. When proofing continuous-tone copy, what should you use for outlining silhouettes or indicating dropouts?

1. Opaque white
2. Red marker
3. Crop marks
4. Lampblack

1-51. What procedure should you use to soften the edges of a silhouetted object to make it appear more natural?

1. Airbrush a grey tone over the entire image
2. Lightly stroke a small cotton wad over the sharp edges of the image
3. Put a 10-percent shading sheet over the image
4. Place an acetate overlay over the image and fog a light grey over it

- 1-52. Which of the following factors determine(s) the formation of dots by a halftone screen?
1. The intensity of the light reflected from the original copy
 2. The distance between the film and the screen
 3. The size and shape of the lens aperture
 4. All of the above
- 1-53. Light projected through the halftone screen is broken up by what elements?
1. A series of dots
 2. The lens aperture
 3. Etched crosslines of the screen
 4. Width openings between the crosslines
- 1-54. What halftone screen is made with the rulings set at a 45-degree angle to the camera?
1. All screens
 2. Glass screens
 3. Acetate screens
 4. Circular screens
- 1-55. A glass halftone screen ruled at 360 lines per inch has a total of how many spaces per inch?
1. 360
 2. 361
 3. 362
 4. 400
- 1-56. When you are using a circular halftone screen, how should you set the angle of the ruling relative to the camera?
1. The angle is automatically set at a 45-degree ruling
 2. The angle is set at 90 degrees at the time of manufacture
 3. The angle rotates to the next degree mechanically
 4. The angle must be set for each exposure
- 1-57. At what time should you alter a digitized image before outputting to a laser or high-resolution printer?
1. After scanning the image
 2. Before scanning the image
 3. After saving an image
 4. Before saving an image
- 1-58. You can reduce or eliminate the moire pattern resulting from rescreening by taking what action(s)?
1. Reducing the image
 2. Turning the screen 15° away from that of the halftone only
 3. Using a screen 50 lines finer than the screen used on the original only
 4. Turning the screen 15° away from that of the halftone and using a screen 50 lines finer than the screen used on the original
- 1-59. Where on a mechanical should you instruct a DM to write instructions on the placement of separate copy elements?
1. On the mechanical
 2. In the text just above the correct location
 3. In the margin areas
 4. On the overlay
- 1-60. Although barely visible to the eye, which of the following marks on a mechanical will show on a negative?
1. Slight indentations
 2. Nonphoto blue
 3. Opaque white
 4. Dust
- 1-61. What is NOT an advantage to digital printing?
1. Color
 2. Flexibility
 3. Rapid turnaround
 4. Less stockpiling

- 1-62. Which of the following statements defines a progressive proof?
1. A proof run for each plate in black ink
 2. A proof run for each plate in each color
 3. A proof run using only two plates
 4. A full-color proof
- 1-63. How should you indicate colored areas when preparing mechanicals for reproduction using spot color?
1. With a separate mechanical
 2. By attaching instructions to the printer
 3. By coloring the mechanical with markers or bourges sheets
 4. By using an overlay in registration with the mechanical
- 1-64. Two negatives made of the same black-and-white photograph shot at different screen angles will give what result?
1. Duotone
 2. Progressive proof
 3. Combination plate
 4. Two hand-corrected screens
- 1-65. What product should you use to add tonal values to a mechanical intended for black-and-white reproduction?
1. A halftone screen
 2. A bourges sheet
 3. A shading sheet
 4. An airbrush
- 1-66. To facilitate registration in printing, you should provide what aid with the overlays and originals?
1. Registration marks
 2. Color swatches
 3. Thumb spots
 4. Crop marks
- 1-67. As a supervisor, what action will enable you to intelligently evaluate artwork prepared for reproduction?
1. Doing the layouts yourself
 2. Completing the required NRTC's
 3. Having shop personnel do exactly what you tell them
 4. Knowledge of printing and copy preparation symbols
- 1-68. Where should you place editorial corrections to a manuscript?
1. Above or below the error
 2. In the body of the copy
 3. In the margins
 4. On an overlay
- 1-69. Where should you mark corrections for cold-type composition that you are proofreading?
1. On an overlay
 2. In the margins
 3. At the top of the page
 4. On the back of the copy
- 1-70. How should you indicate manuscript copy that should be set in capital letters?
1. Circle
 2. One underline
 3. Two underlines
 4. Three underlines
- 1-71. To avoid mistakes a striker may make when typing a word that does not follow the usual spelling, you should mark the copy in what way?
1. Circle it
 2. Underline it
 3. Highlight each word
 4. Mark each word with the term follow or stet
- 1-72. What proofreader's mark through a letter or word indicates deletion?
1. A vertical line
 2. A squiggly line
 3. A horizontal line
 4. Each of the above

1-73. An "X" or circled "X" indicates what problems with the type?

1. Deletion
2. Broken type
3. Incorrect font
4. Capitalization

1-74. You indicate misspelled words by what mark in the (a) margins and what mark in the (b) text?

1. (a) Circle, (b) sp
2. (a) Sp, (b) circle
3. (a) Circle, (b) wf
4. (a) Wf, (b) circle

1-75. To indicate italicization, you should use what number of underlines?

1. One
2. Two
3. Three
4. Four